

State Sponsored Programs

As mandated in the California Oil Recycling Enhancement Act, the CIWMB also pursues opportunities to provide assistance and information on a statewide basis. These activities offer opportunities for local jurisdictions as well. Below are some of the activities that the CIWMB is undertaking.

California Conservation Corps - Used Oil Recycling Education Program

The Used Oil Recycling Education Program of the California Conservation Corps (CCC), in contractual agreement with the CIWMB, supports local Grantees in spreading the used oil and filter-recycling message. The CCC works primarily in rural and underserved counties, but is continuing to increase other local partnerships for school presentations and for participating in outreach activities.

Highlights of activities include conferences, community events, and literature distribution. For examples: CCC Corps members staffed a booth at the California Environmental Education Interagency Network's (CEEIN) *Small School District Conference* to expand the used oil recycling message to conference participants and to inquire about future school presentations at their high schools. Nearly 9,000 storm drains have been stenciled or marked since spring of 2000. Recently, used oil crews have been stenciling in the cities of Lakeport and Porterville. In addition, crews are assisting with storm drain needs assessments throughout cities and counties by monitoring and recording the status of storm drain stencils.

If you would like further information of how CCC may partner with your organization, please contact Virginia Clark, the CCC Used Oil Program Coordinator, (916) 341-3169 or e-mail at vclark@ccc.ca.gov.

Public Research Institute - Population Studies

The CIWMB approved an Interagency Agreement for the Used Oil Recycling Program to further conduct a study of the do-it-yourself population. The Used Oil Recycling Program needs current information about the oil disposal behavior, attitudes, media use, and message and incentive receptivity of California residents who change their own automotive oil. Surveys and focus groups will help the CIWMB (a) to better define and understand the target audiences for its outreach efforts and (b) to design more effective outreach tools and messages to encourage behavioral change. The surveys will also yield more accurate estimates of the used-oil-recycling behavior of California do-it-yourselfers and improved methodology for obtaining such estimates.

For additional information, contact the Used Oil Program at (916) 341-6444 or e-mail at kyee@ciwmb.ca.gov.

Department of Motor Vehicle - California Driver Handbook

The CIWMB advertises in the Department of Motor Vehicle (DMV) California Driver Handbook. Our advertisement (which includes the 1800CLEANUP hotline) appears in the English edition (5,000,000 copies annually), the Spanish edition (900,000 copies annually), and the Chinese, Korean, Vietnamese, and Tagalog editions (20,000-50,000 copies annually). The CIWMB also will advertise in the motorcycle supplement to the driver handbook (English and Spanish) and the Parent-Teen Training Aide. DMV includes a used oil recycling advertisement and the 1800CLEANUP hotline on at least two different DMV envelopes, sending the used oil recycling message to millions of California drivers. For additional information, contact the Used Oil Program at (916) 341-6444 or e-mail at kyee@ciwmb.ca.gov.

The California Coastal Commission- Boating Clean and Green Campaign

The California Coastal Commission's (Commission) Boating Clean and Green Campaign is a boater public education program funded by the CIWMB's Used Oil Program. The Commission has worked with mostly local jurisdictions and nonprofit organizations to coordinate and support the efforts of local boater education efforts developing and implementing strategies for the control of oily discharges. The Commission has developed and distributed printed materials at boat shows, supply shops, marinas, and boat safety classes. They have established cooperative programs with local agencies by providing training, assistance, and support to help entities begin and continue outreach programs for the boating public. The Commission has and will continue to provide outreach to mobile boat-maintenance workers to encourage best management practices. For more information, contact Miriam Gordon at (415) 904-5214.

Shasta Community College

The CIWMB in partnership with Shasta Community College in Redding is developing a new curriculum on the proper handling and management of automotive wastes and pollution prevention. Target audiences for the new materials include junior college automotive technology, environmental studies classes, and high school regional occupation programs. The new unit has been designed to include student and teacher materials for easy implementation into existing coursework and will offer Internet distribution and support tools as well.

Earth Resource: A Case Study Oil

In 1998, The CIWMB announced the completion of a comprehensive 6th-12th grade integrated science curriculum that supports the messages of used oil and filter recycling. *Earth Resources: A Case Study Oil* has been extremely well received by teachers and students throughout the state and teachers continue to express interest in attending free training workshops to obtain their own copy of *Earth Resources*.

Staff in the CIWMB's Office of Integrated Education manage the distribution of *Earth Resources* as one of the many Board school education resources. In the next year, CIWMB staff will implement new marketing efforts to further the distribution of *Earth Resources* and integrate local government grant efforts and the CIWMB outreach efforts. Teacher workshops are currently being conducted. A schedule of all planned curriculum workshops can be viewed at www.ciwmb.ca.gov/schools/events/. For more information please contact the Office of Integrated Education at (916) 341-6769.

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